



First 5 California and Partners Spread the Word

First 5 California messages on a child's healthy development are front and center at locales across the state due to several pivotal partnerships. From local malls and restaurants, to statewide events, First 5 continually finds new avenues to share important health information with families that will have a lifelong impact.

Here are a few examples of how First 5 California is getting the word out:

Dr. Fresh has Hands-on Health Visitors Smiling



Starting April 5, visitors to First 5 California's innovative Hands-on Health exhibit will have something new to smile about. Dr. Fresh – a California-based manufacturer of children's toothbrushes – will partner with First 5 California during the mobile exhibit's upcoming statewide tour to help raise awareness about oral health. As part of the partnership, Dr. Fresh will provide each family visiting the exhibit a coupon and free FireFly toothbrush with built-in flashing lights that signal the dentist-recommended length of time for children to brush their teeth.

First 5 Connects with First Lady Maria Shriver

In February, First 5 California helped support First Lady Maria Shriver's WE Connect campaign, a public-private partnership encouraging low-income families to tap into important resources. Executive Director Kris Perry joined Shriver at the Los Angeles event along with First 5's Hands-on Health exhibit. Hundreds of free [Kit for New Parents](#) were also distributed to families at WE Connect events in Fresno, Sacramento, San Francisco and Los Angeles.



Lots of Recipes, Lots of Fun with Chef LaLa



First 5 California will soon release its own bilingual recipe book thanks to a new partnership with Chef LaLa – renown chef, certified nutritionist and popular Latina TV personality.

Chef LaLa has developed easy, nutritious recipes and tips for parents preparing meals for young children. The free resource – available this spring – will serve as our latest tool to help California families incorporate healthy habits in their daily lives.

Hobee's Makes it Happen

First 5 California's partnership with the popular family-owned restaurant chain Hobee's is helping spread health messages when they matter most – at mealtime. Thanks to the partnership, First 5 California placemats (shown right) and crowns will be distributed to customers at Hobee's Northern California restaurants every Wednesday, when kids eat free. The [Kit for New Parents](#) will also be displayed at select locations.



Mall Goers Receive More Than They Bargain For



First 5 California is the newest trend to hit Westfield malls! Westfield is displaying First 5 California and county commission posters at high-traffic and family-friendly mall locations across the state. Shoppers can also obtain important health information and pick up a free [*Kit for New Parents*](#) at mall concierge desks.

Due to its success, this partnership – valued at more than \$1 million – has been extended until May 2008.

